

North America Cling Films Market Forecast to 2031 - Regional Analysis - by Material Type (Low Density Polyethylene, Biaxially Oriented Polypropylene, Polyvinyl Chloride, Polyvinylidene Chloride, and Others), Form (Cast Cling Film and Blow Cling Film), and End Use (Food, Healthcare and Pharmaceuticals, Consumer Goods, Industrial, and Others)

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Abstracts

The North America cling films market was valued at US\$ 1,159.56 million in 2023 and is expected to reach US\$ 1,658.31 million by 2031; it is estimated to register a CAGR of 4.6% from 2023 to 2031.

Rapid Growth in Food Industry Fuels North America Cling Films Market

The rising demand for fresh, highly nutritional, and tasty food creates the need for innovative and contamination-free packaging solutions to protect food products from spilling, extend shelf life, and preserve quality. Cling films protect products throughout the distribution process. Cling films, with their ability to tightly seal food items, provide an efficient solution for packaging perishable goods such as vegetables, fruits, meats, and dairy products. Moreover, the rise in demand for convenience food and ready-to-eat meals propels the requirement for cling films as they offer convenience in packaging and preserving these products. Additionally, with increasing consumer awareness about food safety and hygiene, cling films are preferred for their ability to protect food from contamination and external pollutants.

E-commerce has revolutionized the food industry, with online grocery shopping and meal delivery services gaining popularity. The proportion of e-shoppers increased from

55% in 2012 to 75% in 2022, an increase of 20 percentage points (PP). Online food platforms offer unparalleled convenience to consumers. Consumers browse through a wide variety of food options, place orders, and have their meals delivered to their doorsteps. This eliminates the need for travel, waiting in lines, and time-consuming dining process. Organized retail and e-commerce rely on efficient supply chains to meet consumer demands. With more consumers opting for online grocery shopping, there is a surge in demand for reliable and efficient packaging options to ensure the safe delivery of food products to their doorstep. Cling films play a crucial role in this process by providing a lightweight, flexible, and protective packaging option that helps preserve the freshness and quality of perishable items during transit. Thus, the growing food industry drives the cling films market growth.

North America Cling Films Market Overview

The North America cling films market would witness lucrative opportunities during the forecast period due to the growing end-use industries, including pharmaceuticals, food & beverages, consumer goods, and others. Cling films, known for their superior sealing and preserving properties, have become essential in household and commercial settings. These films are extensively used to wrap food products, ensuring their prolonged freshness and reducing food waste. The increasing consumer awareness about food safety and hygiene, coupled with the emerging trend of packaged and ready-to-eat foods, propels the demand for cling films across the region. In addition, North America is a major hub for the pharmaceutical and healthcare industries. According to the European Federation of Pharmaceutical Industries and Associations, in 2022, North America accounted for 52.3% of world pharmaceutical sales. Cling films have wide applications in the pharmaceutical industry in the packaging of healthcare and pharmaceutical products. Thus, the growth of end-use industries in the region is propelling the demand for cling films in North America.

North America Cling Films Market Revenue and Forecast to 2031 (US\$ Million)

North America Cling Films Market Segmentation

The North America cling films market is categorized into material type, form, end use, and country.

Based on material type, the North America cling films market is segmented into low density polyethylene, biaxially oriented polypropylene, polyvinyl chloride, polyvinylidene chloride, and others. The low density polyethylene segment held the largest North

America cling films market share in 2023.

In terms of form, the North America cling films market is bifurcated into cast cling film and blow cling film. The cast cling film segment held a larger North America cling films market share in 2023.

By end use, the North America cling films market is divided into food, healthcare and pharmaceuticals, consumer goods, industrial, and others. The industrial segment held the largest North America cling films market share in 2023.

By country, the North America cling films market is segmented into the US, Canada, and Mexico. The US dominated the North America cling films market share in 2023.

Berry Global Group Inc, Anchor Packaging LLC, The Interpublic Group of Companies Inc, Dow Inc, POLIFILM, and Mitsubishi Chemical Group Corp. are some of the leading companies operating in the North America cling films market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America cling films market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in North America cling films market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America cling films market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - North America Cling Films Market

Berry Global Group Inc

Anchor Packaging LLC

The Interpublic Group of Companies Inc

Dow Inc

POLIFILM

Mitsubishi Chemical Group Corp

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